

## **Reflections**

September 4, 2020

### **Results of September Board Meeting**

First off: Accolades to all for a great first 10 weeks of virtual and online programs. We sold \$262,000 of programs and helped 402 persons have a great Monroe experience.

The board was impressed with what we've been able to accomplish with our online division to date. So much so that they are willing to invest in completing the buildup sooner rather than later. Frank Kenna gave us our charge: "Build it quickly, with the ability to scale, with quality and community." They asked me what help I need to get this done quickly. My response: I wanted someone who could lead the charge in writing a business plan for our online division, have deep technical knowledge, startup experience and is a Monroe alumnus. With Lori's introduction, I knew just the guy. Enter Paul Citarella, hired for the next month to craft a business plan before October 8.

### **Welcome Paul Citarella**

Paul is a serial startup Chief Technical Officer (CTO) and hands-on software architect/engineer with over 20 years of technology leadership experience, having played a variety of roles from developer to executive in organizations from startups to Fortune 100 companies. Most of his career has involved building web applications in one technology or another, as well as enterprise-scale distributed back-end systems, one of which landed him Oracle Magazine's Architect of the Year award in 2008. Aside from engineering, Paul has built and managed teams both large (50+) and small, negotiated multi-million dollar vendor contracts, and managed ongoing vendor relationships with service providers both on and offshore. As a serial founding CEO (Rippl.me, Jointli.com), and having played founding roles in three other startups, Paul has developed a considerable business acumen outside of technology, and has directly participated in sales and marketing strategy and execution, organizational design, business model development, and venture capital fundraising. Paul has also worked as a professional graphic designer, and has designed online user experiences, logos, and marketing collateral.

Paul's Monroe story began in his early twenties, when he first read Bob's accounts of his out of body explorations. But it wasn't until about ten years later, after rediscovering Bob's trilogy, that he began his own journey into consciousness with the Gateway Experience. With some dedicated daily practice, Paul soon began his own explorations of the non-physical in the form of out of body experiences and lucid dreams. Since then Paul has been searching for a way to bring together the two different lives he's been leading – his professional life, and his spiritual life – which has led him back to the Monroe Institute where his journey began.

Fun fact: Four years ago, Paul and his wife sold everything they own, moved onto a sailboat with their two young daughters, and have spent most of their time since then anchored in the remote islands of the Bahamas.

Please welcome Paul. Please look forward to his call next week and give him all the help he needs.